

BUSINESS MATTERS

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School of Business

Notes from the Interim Dean

- As you may know, this past July the department of Business Administration was granted the highly prestigious and coveted accreditation by the Association to Advance Collegiate Schools of Business (AACSB) for its high quality programs in Accounting, Finance, Management, and Marketing. The faculty, staff, and administrators worked extremely hard over the past several years to satisfy all of the stringent standards required of a quality business education. You can now boast that you are studying at an AACSB-accredited School of Business – one of only 777 out of 19,000 schools (5%) in the world.



- In Spring 2018 we are going to have a new, top notch, national honor society established in the School of Business. Becoming an AACSB-accredited institution allows us to install a chapter of Beta Gamma Sigma Honor Society in business management. This will replace our existing honor society of Delta Mu Delta.

- You may have noticed that since September I have been the Interim Dean of the School, replacing the former Dean, Dr. Russell Boisjoly, who has joined the faculty. This has resulted in Dr. Julie Fitzpatrick assuming the position of Interim Chair of the Business Administration department and Dr. Linda Hall the position of Interim Associate Chair.

-Dr. Moj Seyedian

Alumni Spotlight

Dr. Donald Barnes, an alumni of SUNY Fredonia, has certainly shown what hard work and dedication can do. From graduating college to now teaching at one, there is no doubt that he is an alum to look up to. Currently, Barnes is an Associate Professor of Marketing at the University of North Carolina at Wilmington, specifically in the Cameron School of Business there.



Dr. Donald Barnes
Associate Professor
University of North
Carolina

Since 2012, he has taught several marketing and communication courses in both the undergraduate and graduate programs. Before becoming an associate professor at UNC, Barnes was an assistant professor in the Department of Business Administration right here at Fredonia, from 2009 until 2012, where he taught undergraduate classes in marketing. Prior to this, Barnes was an instructor in the Department of Marketing at the Mississippi State University, where he also taught undergraduate and graduate marketing classes (2005-2009).

Barnes' research interests stem from services marketing, including research on customer delight, fan delight, employee perceptions of customer delight and work engagement. He has put an incredible amount of his research into action, as he has had numerous refereed publications and conference proceedings. Many of these publications have received awards,

including ones that were feature articles for issue newsletters, winning articles of the year, and winning specific awards such as “Best Paper in Marketing Education Track.”

Over the past decade, Dr. Barnes has received various kinds of training, including workshops in presentation effectiveness, online teaching/certification courses, several modeling bootcamps, and development workshops to continuously stay involved in the industry and to stay on top of new and changing trends.

Barnes has provided several professional services, such as being a reviewer for more than 15 conferences, acting as an ad-hoc reviewer for more than ten years, and serving as an editorial review board member. Serving within the University is also something that Barnes has taken very seriously. he has been on several committees at University of North Carolina Wilmington, SUNY Fredonia, and Mississippi State University.

His professional affiliations have included the Academy of Marketing and Science and Marketing Management Association, as well as his current membership at the Society for Marketing Advances and the American Marketing Associate in a special services interest group. Barnes has received over five grants at UNCW and has received over thirty awards, recognitions, and/or honors.

Dr. Donald Barnes has demonstrated incredible accomplishments in his career, and has surely taken the values that Fredonia has engraved in the business program and exemplified them.

- Jessica Pavone

A Delphi Method Analysis of Management Strategies for Taekwondo Centers in the United States

Data from 2012 indicates that a total of 204 countries are registered with the World Taekwondo Federation (WTF) and more than 80 million people are trained in the sport of Taekwondo (WTF, 2013). Additionally, Taekwondo has been selected by the International Olympic Committee (IOC) as one of the

the values taught and educational lessons learned, Taekwondo has grown as a world-wide sport (Kim, 2008).

The purpose of this study was to use the Delphi Method to determine management strategies that might enhance the operations of Taekwondo training centers in the US and; to induce management to implement the strategies based on that forecast. A sample of ten Korean masters and fifteen trainers were used in this inquiry. Each participant has an interest in a Taekwondo facility, more than three years of teaching experience and has been practicing Taekwondo for more than ten years. This study followed the protocols for the Delphi Method and consisted of three phases of data collection using questionnaires. The panel of experts achieved a consensus through the process of iteration and ranked the possibility of change in the following items: the location of Taekwondo clubs, methods of publicity and promotion incorporating technology, increasing needs of the investment for club facilities, and development of the programs and Taekwondo skills.

The results provide empirical data supporting effective management strategies for Taekwondo training centers in the US. Since



Dr. Penny Hite

accessibility of the facility and other facility-related elements (e.g., size, structure, quality, safety, cleanness, etc.) are important determinant factors when people choose a training facility (Cho, 1998), the owners should make strategic decisions to maintain a competitive edge regarding the location, investment and maintenance of the facility after carefully reviewing the market environments. In terms of the marketing and promotion strategy, Taekwondo clubs should build partnerships with educational institutions and programs.



Dr. Sungik Min

Within the marketing perspective, it is important to understand the needs of the parents if the program targets are children and of early childhood age (Mullin, Hardy, & Sutton, 2014). Parents may choose training centers providing more comprehensive educational preparation, not simply teaching technical Taekwondo skills. Accordingly, researchers suggest the owners hire qualified trainers and place more effort on educating and training their employees and trainers.

One of the projected changes is the continuous escalation of the program cost. Since the price refers to the value of the product, our suggestion is to add more value onto the product instead of discounting the price. In the same vein, Taekwondo clubs should recognize the different needs of the trainees based on their level of performance as well as their demographics and adjust their product accordingly. Similarly, they should develop a variety of Taekwondo poomsae and programs to satisfying the diverse needs of the trainees.

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ASQ Halloween

Fredonia's American Society for Quality volunteered for the second annual trick-or-treating event at the Fredonia Technology Incubator. This year, with 450 guests, the Incubator had a haunted house, indoor trick-or-treating, Halloween games, and a costume contest. In the picture, from left to right, we have Kyle Gawronski (ASQ Treasurer), Dr. Lisa Walters (ASQ Advisor), and Shania Hilts (ASQ Chair).



- Shania Hilts

Meet Professor Justin Mindzak

1. What courses do you teach?

Financial Accounting, Intermediate Accounting II and Accounting Theory & Research



2. If you could teach a new course, what would it be?

I would like to teach a course on Corporate Governance. Although, ideally I would like to have a Jeopardy-like seminar, where I could lecture about all the interesting, random facts running around in my head.

3. Tell me a little about your teaching style.

I like to customize my teaching style to the material that I am teaching. My courses have been taught using the traditional lecture style as well as "flipping the classroom" where students are responsible for their own active learning, with me facilitating the process.

4. What suggestions do you have for students to be successful in your courses?

Be prepared, do your work and actively engage in the class.

5. What are your pet peeves in the classroom?

Disengaged students.

6. What kind of research are you working on?

Right now my research projects focus on corporate governance, political connections in business and tax avoidance.

7. How long have you worked at Fredonia?

I started at Fredonia in Fall 2016.

8. Where were you before joining Fredonia?

I was completing my PhD and teaching at Wilfrid Laurier University.

9. Where did you do your undergraduate and graduate studies?

I did my undergraduate at McMaster University and Master's at Brock University.

10. Why did you decide to come to Fredonia?

I always wanted to live in a college town. Plus, it is an AACSB-accredited institution.

11. Who has been your biggest influence in life?

My late great-uncle, Joseph Konarkowski. He suffered tremendous atrocities during WWII, but still went on to live a great life. Thinking about him reminds me to stop complaining and work harder.

12. What advice do you have for graduating Accounting seniors?

Try to work for a smaller accounting firm early in your career. You will have more opportunities to perform tasks in all areas of accounting and work with the partners. As well, there is often more of a collegial atmosphere and you will avoid much of the competitive stress that comes from working in large firms.

13. What do you like about the Business Department?

It has a very warm, friendly and casual atmosphere. Additionally, compared to the larger research-based institutions I was previously at, my weekends are relatively stress-free.

14. Is there anything else you would like to share with our readers?

Pick up a copy of *The Richest Man in Babylon* and remember its eight timeless rules: 1) Start thy purse to fattening; 2) Control thy expenditures; 3) Make thy gold multiply; 4) Guard thy treasures from loss; 5) Make of thy dwelling a profitable investment; 6) Insure a future income; 7) Increase thy ability to earn; and 8) Track thy wealth.

Battle of the New Bands



Music Industry Club held their annual event, Battle of the New Bands in the Williams Center Multipurpose Room(MPR) on October 26th, 2017 at 7:30 pm. As one of their largest annual events, Music Industry Club (MIC) has to start their planning during the first week of the semester in order to get everything done on time.

In order to participate, individual artists come together to form an entirely new band in the early weeks of September. They then have just over a month and a half to write, record, mix and master two original songs and a cover for the MIC executive board to judge. They must also have a manager, who had to create an electronic press kit, consisting of social media, a tech rider and other technical elements to be

judged as well.

Three finalists are then chosen to play the finals in the MPR. This year, the audience was over 100 people, making it one of the largest events on campus. "Seeing all of these people come out and enjoy the music that their peers are making really makes the hard work worth it" said Dan Calderone, a sophomore who is also the club's Events Chairperson. This year's finalists were The Fix, managed by Elliot Tessmer, Vintage Pretty, managed by Chris Egan and Eerie Shores, managed by Adam Mills.

"This event is a great way to get involved with our club right off the bat. It takes a lot of hard work, but it's definitely worth the time put into it" said MIC Treasurer, Jack Kane, who has won the managerial competition of Battle of the New Bands twice now. The Fix ended up winning the competition, wowing both the crowd and the panel of guest judges. They'll be playing a show later in the Spring semester, so stay tuned to see when and where.

- Kimberly VanOpdorp

Business Club Markets a New Product



Red Curry Hummus flavored Crisps

The Business Club held an on-campus event to assist in the marketing of Wicked Crisps, a new chip brand that focuses on health-conscious decisions and real ingredients.

The event focused on marketing, with heavy emphasis on social media and its prominence in today's marketing environment. At this event, the Business Club members learned about how advertising has changed in recent years due to the growth in social media. The company provided products for students to try, and the Business Club created a survey for the attendees to fill out, focusing on what was liked, what could be changed, and future flavor ideas. Following the survey, the attendees participated in a scavenger hunt, with the activities focusing on advertising the chips on social media, with prizes for the ending contestants.

- Emily Buck



Left to Right:
Rachel Williams, Emily Buck, Karley Gutchess

Business Matters is a student-run online publication of the School of Business Student Advisory Council
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